

**City of College Park
Recreation Board Meeting
Monday, October 6, 2014
6:30 p.m.
College Park Community Center
5051 Pierce Avenue**

<u>Members</u>	<u>Present</u>	<u>Absent</u>
Jazs Araghi	<u> X </u>	<u> </u>
Alan Bradford	<u> X </u>	<u> </u>
Adele Ellis	<u> X </u>	<u> </u>
Eric Grims	<u> </u>	<u> X </u>
Bettina McCloud	<u> </u>	<u> X </u>
Judith Oarr	<u> X </u>	<u> </u>
Barbara Pianowski	<u> X </u>	<u> </u>
Solonnne Privett	<u> </u>	<u> X </u>

Also Present:

Robert Ryan, *Public Services Director*; Sharon Fletcher, *Department of Public Services Administrative Assistant*; Courtney Lancaster, *College Park Community Center Assistant Director*; Corey Poole, *College Park Community Center Director*; Julie Beavers, *Recording Secretary*

I. Call to Order

The meeting was called to order at 6:40 p.m.

II. Approval of Agenda

Ms. Ellis motioned to approve the agenda as submitted. Mr. Bradford seconded the motion.

All were in favor. **The motion passed 5-0-0**

III. Approval of September 8, 2014 Minutes

Ms. Araghi noted a typographical error under item V. (b.) Blues Festival "...Jackie Scott and the House Wreckers ~~HOUSEWRECKERS~~...."

Mr. Bradford motioned to approve the minutes as amended. Ms. Oarr seconded the motion.

All were in favor. **The motion passed 5-0-0**

IV. Treasurer's Report for September 2014

Mrs. Pianowski motioned to approve the Treasurer's Report as submitted.

Ms. Ellis seconded the motion.

All were in favor. **The motion passed 5-0-0**

V. Field Use Request

- a. Open Bible Deaf Church – 10/18/2014

Mr. Bradford motioned to accept the Open Bible Deaf Church Field Use Request for October 18, 2014. Mrs. Pianowski seconded the motion.

All were in favor. **The motion passed 5-0-0**

VI. Recent Events

College Park Day-

Ms. Fletcher reported there were roughly 2,500 people at College Park Day. The event took place in the parking lot diagonally across from the College Park Metro station on the corner of Paint Branch Parkway and Corporal Frank Scott Drive. There were some "walk-ins" who saw the venue from the Metro Station or garage and came over to spend some time at the event. It was also reported that there were more vendors than in previous years. Ms. Araghi was present at the College Park booth to promote the Blues Festival. She stated the guitar to be raffled at the Blues Festival was displayed on the stage.

Ms. Fletcher introduced Courtney Lancaster who is sitting in for Ms. Moran. Ms. Lancaster introduced Corey Poole who is now the Community Center Director.

VII. Future Events

- a. Blues Festival - 11/08/2014

Ms. Araghi requested that Public Services try to borrow the College Park Day Free Event Parking signs for the Blues Festival. It would be great to have them for all events. Suggestions include covering the "Day" and being able to use it for other events.

The Blues Festival banner facing the Metro has enhanced promotion of the event.

Ms. Araghi is working to get a free bus service from the Metro to Ritchie Coliseum.

Ms. Araghi would like to add the UMD Dining Hall logo and the Testudo image for the festival promotion and in the Capital Blues Messenger. Mr. Bradford placed a call Ed Maginnis, Chair of the Ethics City's Commission and employee of the University to determine whether Ms. Araghi could use the image on promotional fliers and the DCBS website. He did not receive a return call during the meeting but Mr. Ryan would also check with UM Liaison to the Recreation Board, Jay Gilchrist to request approval for the use of the image.

Note: Subsequent approval was granted to use the TERP with the guitar logo.

The Board discussed how to promote all businesses and organizations on the festival flyer. The Board suggested to add the Dining Services Logo to the bottom row and place the City of College Park and DC Blues Society logos on either side of “Memphis or Bust” at the top. Then make the font size smaller for “Memphis or Bust”.

If “Brought to you by the Recreation Board and the DC Blues Society” doesn’t fit on the page then the Board is fine with the decision to remove that text from the flier.

Ms. Araghi displayed the flyers going into the UMD Shuttles to promote the event.

Clarion Hotel has agreed to provide four (4) rooms for Jackie Scott and the Housewreckers.

An agreement has been made between UM Dining Services and Dragonfly Sangria, to display and sell their product at the Blues Festival. Dragonfly representatives will have a sample table near the bar then event participants can purchase glasses from the UM bar. Ms. Araghi reported that the University would buy a set amount of the wine from Dragonfly, sell glasses of it and return unsold product to the company. Another local product, Sweet Baby Jesus Beer will be served again this year too.

All of Ms. Araghi’s POCs from WMUC radio have graduated. Ms. Araghi has yet to hear from any new contacts.

Note: Immediately following this meeting, Ms. Araghi was contacted by representatives of WMUC. While they are unable to broadcast the 2014 event, they will support with promotion by playing more blues immediately prior to the event.

Another thought is to have students chalk Blues Festival all over campus sidewalks.

Ms. Araghi reported that the vendor spaces are being filled and asked that Board members forward any interested parties or suggestions on additional vendors to her soon.

Ms. Araghi noted that the only drawing this year is for the guitar but needed suggestions on how to ensure that guests complete survey cards. The Board discussed how to complete the survey cards. Some suggestions were to have students walk around the venue handing out cards or surveying the crowd. Another thought is to give candy for each card completed. Another suggestion is to have the cards at different places throughout the building. Ms. Lancaster suggested that other raffle

prizes could be CD's from each artist playing at the event. There could be another prize for a restaurant. There are not that many more sponsors.

Ms. Fletcher noted that the ear plugs have arrived and will be on the entrance table for guests.

The stage will be delivered Friday, November 7th and will be picked up on Monday. Pieces have to be the same as last year's which is 12 pieces. Ms. Lancaster was asked to follow up with Mrs. Moran concerning an inflatable/wavy sign. Ms. Araghi will confirm with Mr. Moody whether to pick up the stage pieces on Monday and if there is something else happening on Sunday. If there is something going on at Sunday then the stage will have to be dismantled on Saturday night and placed on the inside of the loading dock.

i. Event Promotions

Yasmine Afshar of Terrapin Turf has agreed to provide food for the artists. Tommy Marcos from Ledo's will provide pizza. Mr. Bradford will request the donuts from Raulin's Bakery and deliver them to the venue on Saturday morning.

ii. Venue Set Up/Decorations

The set up and decorations can be discussed at the next meeting. All volunteers should be there by 12:00 p.m. for set up on Saturday. Mr. Moody and his staff will set up the tables and chairs. The VFW will supply tea lights for table decorations. Red, White and Blue table covers will be purchased. A suggestion was made to put posters of other blues events in the hallways.

The additional Banner was displayed at the meeting. It will be hung across Rhode Island Avenue after Halloween.

iii. Message Board can be rented

Mr. Ryan stated it is difficult to get the free message board. The City may have to rent the message board if it is deemed necessary. It would be used for event day parking direction. It was reported that Mr. Moody will change the text on the marquee of Ritchie Coliseum to advertise the event.

Ms. Araghi will speak with Captain Laura Dyer about parking in the K1 and K2 lots.

iv. Additional Sponsor – CSPAC?

Ms. Araghi had not made contact with the Clarice Smith Performing Arts Center.

b. Breakfast with Santa - 12/13/2014

i. Santa's Helper Confirmed – Paula Greene

Mr. Bradford will be Santa again this year. There are more options for entertainment and one will be picked by Park and Planning. The theme this year is Disney Cars. The event will be set up in the Multipurpose

Room. Ms. Lancaster will make sure the entertainment adheres to a time limit to allow all to visit with Santa. The Arts Exchange will set up activities in another room. Ms. Lancaster reported that the Community Center is hosting a Health and Wellness event immediately after Breakfast with Santa and hoped that guests would stay for the event.

Ms. Greene will order the gifts and prepare the gift bags.

Ms. Lancaster would speak with Mrs. Moran about a floor cover so the event could be moved to the gym. The concern is that food in the gym would damage the floor.

c. Fourth of July Band Selection – repeat or new bid?

Nightlife Band brought in a lot of people this past year. They play more contemporary music than bands in the past.

Ms. Ellis motioned to invite Nightlife Band as the Fourth of July Band.

Ms. Oarr seconded the motion.

Note: Ms. Fletcher notified the band via email on October 15th and they accepted the invitation to play at the 2015 event.

All were in favor. **The motion passed 5-0-0**

Ms. Fletcher will advise the Nightlife Band contact to confirm their interest and availability for Fourth of July 2015.

VIII. Board Vacancies – suggest/recruit replacements

A suggestion was made to recruit at all College Park events.

a. District 2 (1)

b. District 3 (1)

IX. New/Other Business – suggestions, new ideas, comments

Ms. McCloud emailed to say that she is working with Spellman House to create a Thanksgiving Day event. The Board would like to provide entertainment for the Spellman House thanksgiving event.

Ms. Ellis motioned to suggest to Ms. McCloud that the Board approves \$150.00 for entertainment for the Thanksgiving Event at Spellman House.

A Friendly Amendment was made of \$200.00 for entertainment for the Thanksgiving Day event. Mr. Bradford seconded the motion.

All were in favor. **The motion passed 5-0-0**

Ms. McCloud reported in her email that she had not heard from Attick Towers about a Halloween event or Thanksgiving event.

X. Next Meeting Date: November 3, 2014

XI. Adjournment

Ms. Oarr motioned to adjourn the meeting. Ms. Pianowski seconded the motion.

All were in favor. **The motion passed 5-0-0**

The Meeting adjourned at 7:52 p.m.

Minutes prepared by: Julie Beavers, Contract Secretary